REP HEADLINE# 6357009 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
\*\*CHANGES\*\* \*

OCTI/12 10.12 \*\*\* WFLA-TV \*\*\*

	:LINE#:REP		CON CM **	REF: MAK SPO LN PGM TTL PLE THAI	CITY TAX	FLIGHT DA	PRDCT AN	ORDER #			AGY #	ADV #
AGENCY A	#: 00:	AMERICAN C	*** THIS	EGOO 46 A CHA CHA SAN ASE		DATES OCT2	AMERICAN (				£	7
ADVERTI PRODUCT	TIME F	CROSSROADS	S IS A	TAN LN LN	- STATE	2/12	CROSSE				AGY. I	ADV. 1
TISER CODE	PERIOD	OADS	CASH	N 3	TE TAX	OCT8/	ROADS		l 74	- 6	NAME O	NAME I
CODE = 11 E = 27	: LGTH :		IN ADVANCE	8 MEGHAN	**************************************	/12 WK-1	EST#1065 C	CONTRACT #	ALEXANDRIA,	66 CANAL CENT	CROSSROADS ME	SS/AMER.
AGENCY	SEC :		SCHEDULE		d0-05		COMMENTS:	6357009	VA 22314	TER PLAZA	EDIA LLC	CROSSROADS
耳の丁#	RATE		* * * * * * * * * * * * * * * * * * *		BILLING	\$	(LINE, O		1	, suire	500A 140 A 51 A 5	
= 106					Z Fi Fi		ORDER,			5 5 5		
(n	START				- Ed - Ed - Ed - Ed - Ed - Ed - Ed - Ed		INVO					
							VOICE)	CLASS:		SALES	BUYER	REP.#
	END DATE									S PRSN	R NAME	#
The state of the s	: /WK:					Annual Principles of the Control of		NATL.		SN WA-	4E MICHELLE	O.F.
Action (Victor)	WEEK :				U			LOCAL		MEGHAN		OFE.#
or the control of the	DAYS				DATE OCT1/12			REGIONAL		MCGARR (H)	SANTUOSO	SALESMAN
	:TOTL:			·	10.12							#

PROGRAM :	38	PROGRAM : CON COM1:	27 NZ 9	AGENCY AGENCY	LINE#:REP :CD:
CHICAGO FIRE	40011-40001	OFFICE/PARKS	40001-4006	ADVERTISER C PRODUCT CODE	TIME PERIOD
	30	& REC	30	ODE = 11 = 27	: LGTH : SEC
	\$3,500.00		\$6,000.00	AGENCY EST# =	: RATE
	10/3		10/4	1065	: START : DATE
	10/3		10/4		: END : DATE
	0		ł٠٠		:SPTS: WEEK
	CHM		THU		14 44
					DAYS
	0		H	ì	:TOTL:

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP
\*\*CHANGE!

FAX# 703-516-9680 \*\*CHANGES\*\* OCT1/12 10.12 \*\*\* WFLA-TV \*\*\*

OCT/12 :LINE#:REF : PEZE#; CON COMI: 4. O 48925.00 .00: Þ 90-2008 J-109 GO ON/NEW NORMAL GO ON/NEW NORMAL TIME PERIOD LGTH : 30 SEC .. .. \$3,500.00 RATE 10/2 START DATE 10/2 END DATE : SPTS: شما CONTRACT TOTAL TOTAL N E E E E TUE DAYS 48925.00 :TOTL: 44 ١...

MARKET TOTALS \$129,210 WFLA 38% WETS 28 WTSP 22% WXPX 0% WTVT 0% WTOG 8% WTTA 48 WMOR 248

SHARES ACCURATE

SVC- NSI DEMOS- RA35+\*

MOD CODE P-CLASS, FLAN, SECT A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS PER WEEK DE-DELETE E-EFF DATES THTIME X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME \*-MULTIPLE

66 Canal Center Plaza Suite 555 Alexandria VA 22314

#### American Crossroads/ Issue Submission Number 797 Issue 1







P.O. Box 1410 Tampa, FL 33601

Transactional	Business Category: Transactiona			No	Associated Copies: No
POLITICAL	Business Type:	Political	Contract type:	06357009	Est./PO Number:
06357009	Order Ref:	2	Weeks:	10/01/12 to 10/14/12	
HRP Washington, DC	Sales Rep:	11 /27 /1065	Client/Product/Estimate:		
E:063570090	Campaign Ref:	48925	Submission Cost:	American Crossroads/ Issue	Client:
Сору	And the state of t	**************************************	4-2-2-4-4-4-4-4-4-4-4-4-4-4-4-4-4-4-4-4		

	Demographic:	Product:
	(L) Household	American Crossroads
D. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	Order:	Booking Group:
The state of the s		WFLA
manayeeeeeeeeemaatt	Key Market:	
	Tampa-St. Petersburg, FL	

		æ		7		o,		Çħ		4		ယ		2			Ref
The second secon	M	M-F 1135p ET / 1035p CT Tonight Show		M-F 9a Today Show II		M-F 6a News	::,-\frac{1}{2}:	M-F 5a News		M-F 4p Dr Oz	T1	M-F 3p Doctors	1	M-F 2p Rachael Ray	,F;	M-F 1135p ET / 1035p CT Tonight Show	j
		03		02		02		01		80		80		02		03	Rev Type
Combine Opensylving access to the							-										
Weekl										<b></b>				<b>Y</b>	w		
Weekly Totals: Total Spots(Ord Spots)		675		950		1000		300		725		450		400		675	Rate
s(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Spot Type
		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots	
37				1		1		-1		1		1		7			10/01
7		1															10/08
44		-		1				-1				1		-1			Total
		675		950		1000		300		725		450		400		675	Cost

66 Canal Center Plaza Suite 555 Alexandria VA 22314

# American Crossroads/ Issue Submission Number 797 Issue 1







PO. Box 1410
Tampa, FL 33601

Client:	Amorican Crosscode/ Icons									
Client	Affier Can Crossroads/ Issue		Submission Cost:		48925	Ω	Campaign Ref:	E:063570090	70090	
Buyer:			Client/Product/Estimate	ate:	11 /27 /1065	S	iles Rep:	HRP W	HRP Washington, DC	റ്
schedule Dates:			Weeks:		2	o	Order Ref:	06357009	900	
Est/PO Number:	r: 06357009		Contract type:		Political		Business Type:	POLITICAL	САГ	
Associated Copies: No	ies: No					Bı	Business Category: Transactiona	ory: Transa	ctional	
Ref Sales P	Ref Sales Product Details	Rev Type		Rate	Spot Type	ale de service de la companya de la	10/01	10/08	Total	Cost
9 M-F 2p	M-F 2p Rachael Ray	02		400	30	Nbr of Spots		J		

	44	7	37		(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)		:		
450	1		1	Nbr of Spots	30	450		03	M-F 3p Doctors	20
					Comme					
400	1		1	Nbr of Spots	30	400		02	M-F 2p Rachael Ray	19
					Comme				TOTAL	
675	<b>-</b>		~*	Nbr of Spots	30	675		03	M-F 1135p ET / 1035p CT Tonight Show	₩
					Comme					
1700			-3	Nbr of Spots	30	1700		02	M-Su 11p News	17
					Comme				S.	
4500	-1		٠	Nbr of Spots	30	4500		97	Sat 630p ET / 530p CT NBC Nightly News	ᄚ
					Comme				W	
1200	1	1		Nbr of Spots	30	1200		02	M-F 7a Today Show	4
					Comme				41	
1000	1	1		Nbr of Spots	30	1000		02	M-F 6a News	ಚ
					Comme		!		W	
450	1	-1		Nbr of Spots	30	450		02	M-F 530a News	12
					Comme				М	
725	1	1		Nbr of Spats	30	725		03	M-F 4p Dr Oz	=
					Comme				M	
450	-1	-4		Nbr of Spots	30	450		03	M-F 3p Doctors	10
					Comme				M	
400		_		Nbr of Spots	30	400		02	M-F 2p Rachael Ray	9
Cost	Total	10/08	10/01		Type	Rate		Rev Type	Sales Product Details	Ref
		3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 -					***************************************	****		

Alexandria VA 22314 Suite 555 66 Canal Center Plaza

Buyer: Schedule Dates: Est./PO Number:

06357009

Contract type: Weeks:

Submission Cost: Client/Product/Estimate:

11 /27 /1065 Political

48925

Campaign Ref: Sales Rep:

Business Type: Order Ref:

POLITICAL

HRP Washington, DC 06357009 E:063570090

10/01/12 to 10/14/12

American Crossroads/ Issue

Client:

# American Crossroads/ Issue

Submission Number 797 Issue 1







#### P.O. Box 1410 Tampa, FL 33601 がになって

- 1
***

Assoc	Associated Copies: No			1		8	Business Category: Transactional	ory: Transaction	ctional	
Ref	Sales Product Details	Rev Type		Rate	Spot Type	***************************************	10/01	10/08	Total	Cost
	T				Comme	***************************************			***************************************	
21	M-F 4p Dr Oz	03		725	30	Nbr of Spots	1		-1	725
					Comme					
22	M-F 6a News	02		1000	30	Nbr of Spots			*	1000
					Comme					
23	M-F 7a Today Show	02		1200	30	Nbr of Spots	13		-3	1200
<u> </u>					Comme					
24	M-F 9a Today Show II	02		950	30	Nbr of Spots	1		>	950
	***				Comme			The state of the s		
25	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation	01		6000	30	Nbr of Spots	_		->	6000
	.,.T				Comme	7,700,000				
26	M-F 1135p ET / 1035p CT Tonight Show	03		675	30	Nbr of Spots	>		-1	675
					Comme					
27	M-F 2p Rachael Ray	92		400	30	Nbr of Spots	1		1	400
					Comme					
28	M-F 3p Doctors	03		450	30	Nbr of Spots	>			450
	THE STATE OF THE S				Comme					
29	M-F 4p Dr Oz	8		725	30	Nbr of Spots	1		1	725
	Total Control of the				Comme					
30	M-F 5a News	9		300	30	Nbr of Spots	1		1	300
	***	0.000			Comme	,				2
			. Wex	Weekly Totals: Total Spots(Ord Spots)	(Ord Spots)		37	7	44	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

# American Crossroads/ Issue

Submission Number 797 Issue 1







#### P.O. Box 1410 Tampa, FL 33601

: Transactional	Business Category: Transactiona			NO	Associated Copies: NO
POLITICAL	Business Type:	Political	Contract type:	. N.S	Associated Course
06357009	Order Ref:	N	Weeks:	10/01/12 (0 10/14/12	Scriedule pates:
HRP Washington, DC	Sales Rep:	11 /27 /1065	Client/Product/Estimate:	100010000000000000000000000000000000000	cobodal Data
E:063570090	Campaign Ref:	48925	Submission Cost:	Alliercan Crossroads/ issue	Cilenc

	4	7	37		(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Wee			
1200	1		1	Nbr of Spots	30	1200		02	M-F 7a Today Show	41
					Comme				W	
1000	1		1	Nbr of Spots	30	1000		92	M-F 6a News	\$
					Comme					
1450	2		2	Nbr of Spots	30	725		8	M-F 4p Dr Oz	39
					Comme					
450	1		1	Nbr of Spots	30	450		ß	M-F 3p Doctors	38
					Comme					
400	1		1	Nbr of Spots	30	400		02	M-F 2p Rachael Ray	37
					Comme				W	
675	~*			Nbr of Spots	30	675		03	M-F 1135p ET / 1035p CT Tonight Show	36
					Comme				, , , , , , , , , , , , , , , , , , , ,	
950	1		u.ì.	Nbr of Spots	30	950		02	M-F 9a Today Show II	35
					Comme					
1300	1		-	Nbr of Spots	30	1300		8	M-F 730p Entertainment Tonight	32
					Comme			Halakhite		
1200	1			Nbr of Spots	30	1200		02	M-F 7a Today Show	33
					Comme				.T	
1300	1		1	Nbr of Spots	30	1300		02	M-F 7p News	32
					Comme					
1000	1		-1	Nbr of Spots	30	1000		02	M-F 6a News	31
***************************************					: ype				A THE PARTY OF THE	
Cost	Total	10/08	10/01		Spot	Rate		Rev Type	Sales Product Details	Ref
	- I CETTOR OFFICE	Carogosy						www.married	VIEWER TO THE TOTAL THE TOTAL TO THE TOTAL THE TOTAL TO T	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

# American Crossroads/ Issue Submission Number 797 Issue 1







WFLA-TV P.O. Box 1410 Tampa, FL 33601

# PHONE (813) 228-8888

Client:		American Crossroads/ Issue		Submission Cost:	on Cost:	***************************************	48925	0	Campaign Ref:	E:063570090	70090	007
Buyer:	J			Client/Pro	Client/Product/Estimate:	ate:	11 /27 /1065	(a	ales Rep:	HRP V	HRP Washington, DC	ი ი
Schedu		10/01/12 to 10/14/12		Weeks:			2	0	Order Ref:	06357009	099	
Est./PO	Est./PO Number: 063	06357009		Contract type:	type:		Political	m	Business Type:	POLITICAL	ICAL	
ASSOCI	Associated Copies: No							m	Business Category: Transactional	ory: Transa	ctional	
Ref	Sales Product Details	talls	Rev Type			Rato	Spot		2007	40/00	7.4.	
							Туре			*0.00	708	0000
	W						Comme					
42	M-F 9a Today Show II	II WC	02			950	30	Nbr of Spots			4	950
	V						Comme					
43	Tue 9-10p Go On / New Normal	/ New Normal	03			3500	30	Nor of Spots			1	3500
					-		Comme					
44	Sun 10a Meet The Press	Press	02			4000	30	Nbr of Spots				4000
	S						Comme					
					Weekly	Weekly Totals: Total Spots(Ord Spots)	s(Ord Spots)		37	7	44	

Grand Totals:

Spots Cast

Totals

Grand Totals

10/01

Month 10 Weeks: 4

10/08

44025

Gross Total: Commission: Net Total:

> 48,925.00 7,338.75

41,586.25

Spots:

48925

\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP28/12 12.43
\*\*\* WFLA-TV \*\*\*

PROGRAM :	ω	PROGRAM :	N	PROGRAM : CON COM1:	ب	AGENCY AGENCY	:LINE#:REP :CD:	AMERICAN	CON CM **** T	REP: NEW ORDER TIL \$48,925 PLEASE CONFI	CITY TAX	FLIGHT DATES OC	PRDCT AMERICAN	ORDER #			AGY #	ADV #
DOCTORS<	300P-400P	RACHAEL RAY	200P-300P	TONITE SHW-NBC<	1135P-1237A	ADVERTISER CODE PRODUCT CODE =	TIME PERIOD :	N CROSSROADS	THIS IS A CASH IN	ER ,925 @44X CONFIRM BRIAN FOR MEGHAN	STATE TAX	CT2/12 OCT8/12	CROSSROADS E	CON	ALEXA	66 CA	AGY. NAME CROSS	ADV. NAME ISS/AMER.
	30 \$450.		30 \$400.		30 \$675.	= 11 AGENCY 27	LGTH : SEC : R		ADVANCE SCHEDULE *		CO-OP E	WK-1	ST#1065 COMMENTS: (I	CONTRACT # 6357009	ALEXANDRIA, VA 22314	CANAL CENTER PLAZA,	SROADS MEDIA LLC	MER. CROSSROADS
	00 10/5		00 10/5		00 10/5	EST# = 1065	RATE : START : DATE		* * * * * *		BILLING NEEDED		LINE, ORDER, INVOICE)			SUITE 555		
	10/5		10/5		10/5		: END				inner		CE)	CLASS: NA		SALES PRSN	BUYER NAME	REP.#
	H		щ. <del>г.</del>		1		:SPTS: WEEK : : /WK: INVT :		M		ם	To combine the latest and the second of the		NATL. LOCAL		WA- MEGHAN	MICHELLE	OFF.#
	FR.:		ਸ <b>ਸ</b>		Ψ R I		DAYS				DATE SEP28/1	ALACE.		REGIONAL	7,10,10,10	MCGARR (H)	SANTUOSO	SALESMAN
	Н		سا		₽		:TOTL:				2 12.43					And the second of the second o		#

PROGRAM : DR. OZ<	PROGRAM: DOCTORS< CON COM1: DOCTORS< 12 400P-500P	ω 0	PROGRAM : RACHAEL RAY	10 200P-300P	PROGRAM : TONITE SHW-NBC<	9 1135P-1237A	PROGRAM : TODAY SHW2-NBC	8 900A-1000A	PROGRAM : TODAY SHW	7 700A-900A	PROGRAM : NC8 TODAY@6AM<	6 600A-700A	PROGRAM : NC8 TODAY@5AM<	5 500A-530A	PROGRAM : DR. OZ<	4 400P-500P	:LINE#:REP :CD: TIME PERIOD :
	30	30		30	^ ^	3 0		30		30		30		30		30	LGTH :
	\$725.00	\$450.00		\$400.00		\$675.00		\$950.00		\$1,200.00		\$1,000.00		\$300.00		\$725.00	SEC: RATE:
	10/8	10/8		10/8		10/8		10/5		10/5		10/5		10/5		10/5	: START
	10/8	10/8		10/8		10/8		10/5		10/5		10/5		10/5		10/5	: END : DATE
	₩	<del>į "</del>		نسؤ		μ		щ		0		hul		₩		₽	:SPTS: : /WK:
	MON	MON		MON		MON		ূ 댓		ਸ਼ਸ਼		FRI		FRI		FRI	WEEK: DAYS
	₩	دسا		Ľ		μ		<del>11</del>		0		₽		ш		ļ	STTOT:

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP28/12 12.43 \*\*\* WFLA-TV \*\*\*

:LINE#:REP :CD:	TIME PERIOD :	LGTH : SEC :	: RATE	: START : DATE	: END	: /WK: IN	WEEK : DAYS	:STGS:
س <u>ا</u> نب}	530A-600A	30	\$450.00	10/8	10/8	<u></u>	NOM	ы
PROGRAM :	NC8 TODAY@5:30<							
14	600A-700A	30	\$1,000.00	1.0/8	10/8	- James de la companya de la company	NON	⊷
PROGRAM :	NC8 TODAY@6AM<							
15	700A-900A	હ ()	\$1,200.00	10/8	10/8	ĝund	MON	ļ)
PROGRAM :	TODAY SHW							
16	900A-1000A	30	\$950.00	10/8	10/8	0	NOM	0
PROGRAM :	TODAY SHW2-NBC						,	
17	630P-700P	30	\$4,500.00	10/6	10/6	ļ.m.ē	SAT	<del></del>
PROGRAM : CON COM1:	NBC NIGHTLY NEWS	S - SAT						
18	1000A-1100A	30	\$4,000.00	10/7	10/7	<b>₽</b> .	SON	₩
PROGRAM :	MEET PRESS-SUN							
61	1100P-1135P	30	\$1,700.00	10/4	10/4	<del>) -</del>	THU	<del>ju</del> ud
PROGRAM :	NEWS CHANNEL 8 (	MATTE MATTE						
20	1135P-1237A	30	\$675.00	10/4	10/4	₽	THU	نب
PROGRAM :	TONITE SHW-NBC<							
2 1	200P-300P	(U) (O)	\$400.00	10/4	10/4	→	THU	_

FROGRAM :

RACHAEL RAY

SEP28/12 12.43
\*\*\* WFLA-TV \*\*\*

:LINE#:REP :CD:	TIME PERIOD :	LGTH : SEC :	RATE	: START	: END	:SPTS: WI	WEEK :	DAYS :	:TOTL:
20	300P-400P	.30	\$450.00	10/4	10/4	1	THU		₽
PROGRAM :	DOCTORS<							·	
(1) (J)	400 <i>p</i> 500 <i>p</i>	З О	\$725.00	10/4	10/4	÷	THU		<u></u>
PROGRAM :	UR. 02<								
22.42	600A-700A	30	\$1,000.00	10/4	10/4	⊬	THU		<del>نسا</del>
PROGRAM :	NC8 TODAY@6AM<								
N (j	700A-900A	30	\$1,200.00	10/4	10/4	j.u	THU		₩
PROGRAM :	TODAY SHW					*			
ν Ν	900A-1000A	30	\$950.00	10/4	10/4	ļi	THU		₩
PROGRAM :	TODAY SHW2-NBC								
27 9	G000T-400	100 X 10 10 10 10 10 10 10 10 10 10 10 10 10	\$6,000.00	10/4	10/4	H	THU		<del> </del>
PROGRAM :	OFFICE-NBC/WHITHNEE-WBGOFFICE-NBC/WHITHNEE-WBGOFFICE-NBC/WHITHNEE-WBGOFFICE-NBC/WHITHNEE-WARDER-WARD								
28 . 1	135P-1237A	30	\$675.00	10/2	10/2	<u></u> -	TUE		₽
PROGRAM :	TONITE SHW-NBC<	·							
29	4008-400	30	\$400,00	10/2	10/2	₽	TUE		H
PROGRAM :	RACHAEL RAY RACHAEL RAY								
30	_	30	\$450.00	10/2	10/2	⊣	TUE		ш
PROGRAM :	DOCTORS<								

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP

SEP28/12 12.43 \*\*\* WFLA-TV \*\*\*

PROGRAM : CON COM1:	ω Ψ	PROGRAM : CON COM1:	3 8	PROGRAM : CON COM1:	37	PROGRAM : CON COM1:	ω on	FROGRAM :	დ Մ	PROGRAM : CON COM1:	3 <u>4</u>	PROGRAM :	ω ω	PROGRAM : CON COM1:	ω Ν	PROGRAM :	ία Η	LINE#:REP :CD:
TONITE SHW-NBC<	1135P-1237A	CHICAGO FIRE	1000F-1100F	TODAY SHW2-NBC	900A-1000A	EXTRA<	730P-800P	TODAY SHW	700A-900A	ENT TONIGHT 30<	700P-730P	NC8 TODAY@6AM<	600A-700A	NC8 TODAY@5AM<	500A-530A	DR. 02<	400P-500P	TIME PERIOD :
	30		30		30		30		30		30		30		30		30	LGTH : SEC :
	\$675.00		\$3,500.00		\$950.00		\$1,300.00		\$1,200.00		\$1,300.00		\$1,000.00		\$300.00		\$725.00	RATE
	10/3		10/3		10/2		10/2		10/2		10/2		10/2		10/2		10/2	: START
	10/3		10/3		10/2		10/2		10/2		10/2		10/2		10/2		10/2	: END : DATE
	₽				<u>}</u>		<del>ل</del> ـا		L		<u></u> j⊷¹		<del> </del> -m <sup>3</sup>		<del> </del>		F	:SPTS: WEEK
	MED		WED		TUE		TUE		TUE		TOE		TUE		TUE		TUE	: DAYS
	ļmī		₽		فسؤ		<b> </b>		<del>ի</del> ամ		j)		⊭		<del>,</del>		1	:TOTL:

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

DIT RISK !!!

RIS REPORT FROM REP SEP28/12 12.43

\*\*\* WFLA-TV \*\*\*

PART : END :SPTS: WEEK : ATE : DATE : /WK: INVT : 10/3 1 WED
: END :SPTS: WEEK : : DATE : /WK: INVT : 10/3 1
RATE : START : END :SPTS: WEEK : DATE : DATE : /WK: INVT :  400.00
E : START : END :SPTS: WEEK : : DATE : DATE : /WK: INVT : 10/3
START : END :SPTS: WEEK : DATE : /WK: INVT : 10/3
: END :SPTS: WEEK : : DATE : /WK: INVT : 10/3 1
TE : SPTS: WEEK :
SPTS: WEEK :
NEEK :
w we de
DAYS
i t

SVC+ NSI DEMOS- RA35+\*

66 Canal Center Plaza Suite 555 Alexandria VA 22314

# American Crossroads/ Issue Submission Number 794 Issue 1







P.O. Box 1410
Tampa, FL 33601

## PHONE (813) 228-8888

Original

Schedule Dates: Est./PO Number: Buyer: Client: Associated Copies: No 10/01/12 to 10/14/12 06357009 American Crossroads/ Issue Submission Cost: Client/Product/Estimate: Contract type: Weeks: 48925 11 /27 /1065 Political Order Ref: Business Type: Sales Rep: **Business Category:** Transactional Campaign Ref: HRP Washington, DC 06357009 POLITICAL E:063570090

Demographic: Product: (L) Household American Crossroads **Booking Group:** WFLA Key Market: Tampa-St. Petersburg, FL

		83		7		ø		5		4	***************************************	w		N		-4	Ref
	M	M-F 1135p ET / 1035p CT Tonight Show		M-F 9a Today Show II		M-F 6a News		M-F 5a News	T.	M-F 4p Dr Oz		M-F 3p Doctors		M-F 2p Rachael Ray		M-F 1135p ET / 1035p CT Tonight Show	Sales Product Details
		03		02		02		2		03		03		02		03	Rev Type
Weekly						I				I						······································	
Weekly Totals: Total Spots(Ord Spots)		675		950		1000		300		725		450		400		675	Rate
s(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Spot Type
		Nbr of Spots		Nor of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots	
37				2		1				1				1		ask.	10/01
7																	10/08
44										-1				-1		-1	Total
, and the same of	100	675		950		1000		300		725		450		400		675	Cost

66 Canal Center Plaza Suite 555 Alexandria VA 22314

# American Crossroads/ Issue Submission Number 794 Issue 1







WFLA-TV PO. Box 1410 Tampa, FL 33601

	000	0000						000000	10.4 (3) No. 11.11.11	7
	900	0000		•	1			000000	Manakan	7
	900	00007	761	2	יז					i
	000	00757000	der Ref.	Ş	v	Weeks:		10/01/12/10/10/14/12	ochedale pales:	ocheus
	Add III Story	1910		( )				100011011010100	ila Patra.	0 25 24
3	HRP Washington DC	/ ddH	Sales Ren	Sa	11 /27 /1065	 Client/Product/Estimate		3.		buyer:
	0.000	1.000								Ū
	F:063570090	F:063	Campaign Ref:	Ca	48925	Submission Cost:	O	American Crossroads/ Issue		CHEST
3			-			 	45.11L_07.291001C1	A	***************************************	2
	ς									

	4	7	37	7444 - 11	(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Weel	A COMMON TO SERVICE AND ADDRESS OF THE PARTY		
400			1	Nbr of Spots	30	400	_	02	M-F 2p Rachael Ray	19
					Comme	-				
675	<b>.</b>		***	Nbr of Spots	30	675		03	M-F 1135p ET / 1035p CT Tonight Show	<del>2</del>
					Comme	1 :				
1700	148		1	Nbr of Spots	30	1700	,	02	M-Su 11p News	17
					Comme					
4000	1		1	Nbr of Spots	30	4000		으	Sun 10a Meet The Press	i
					Comme					
4500	_		-	Nbr of Spots	30	4500		01	News	क्रे
					Comme				W	
1200	1	-1		Nbr of Spots	30	1200		82	M-F 7a Today Show	14
					Comme				W	
1000	1	1		Nbr of Spots	30	1000		02	M-F 6a News	ಪ
					Comme					
450	1	>		Nbr of Spots	30	450		02	M-F 530a News	12
					Comme				M	
725	-13	1		Nbr of Spats	30	725		03	M-F 4p Dr Oz	=======================================
					Comme					
450	1	1		Nbr of Spots	30	450		03	M-F 3p Doctors	10
					Comme		<del>- '</del>		M	
400		1		Nbr of Spots	30	400		02	M-F 2p Rachael Ray	9
Cost	Total	10/08	10/01		Spot Type	Rate		Rev Type	Sales Product Details	Ref

66 Canal Center Plaza Suite 555 Alexandria VA 22314

# American Crossroads/ Issue Submission Number 794 Issue 1







P.O. Box 1410
Tampa, FL 33601

Client:	American Crossroads/ Issue	Submission Cost:	48925	Campaign Ref:	E:063570090
Buyer:	3.	Client/Product/Estimate:	11 /27 /1065	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	N	Order Ref:	06357009
Est./PO Number:	06357009	Contract type:	Political	Business Type:	POLITICAL
Associated Copies: No	No			Business Category: Transactions	Transactional
		**************************************	The state of the s		
			)	_	-

	I.T	29 M-F 4p Dr Oz		28 M-F 3p		27 M-F 2p	1	26 M-F 11. Show		Thu 9-10p Recreation	::	24 M-F 9a	:-	23 M-F 7a		22 M-F 6a News		21 M-F 4p Dr Oz	T	20 M-F 3p	:-	Ref Sales I	
	The state of the s	Dr Oz		M-F 3p Doctors		M-F 2p Rachael Ray	1000	M-F 1135p ET / 1035p CT Tonight Show	Andreas de la companya de la company	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation		M-F 9a Today Show II		M-F 7a Today Show		News		Dr Oz		M-F 3p Doctors		Sales Product Details	**************************************
		03		03	1480	02		03	And the second s	01		02		02		02		03		03		Rev Type	WW
Weekl															***								
Weekly Totals: Total Spots(Ord Spots)	**	725		450		400		675		6000		950		1200		1000		725		450		Rate	
(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	Spot Type	
		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spats		Nbr of Spots			
37	The state of the s	1.3		1		1				>		1		1				-1		-1		10/01	
7																						10/08	
44		1		-1		->								шЪ.		-				1		Total	
		725		450.		400		675		6000		950		1200		1000		725		450		Cost	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

# American Crossroads/ Issue Submission Number 794 Issue 1







P.O. Box 1410
Tampa, FL 33601

: Transactional	Business Category: Transactions		VANUAL		140	Sandon namedones
POLITICAL	Business Type:	Political	Contract type:		No	Associated Conjest No.
06357009	Order Ref:	N	Weeks:	71 (4)	06367000	Est (DO Number
HRP Washington, DC	Sales Rep:	11 /27 /1065	Client/Product/Estimate:		1001110111011	Schodulo Datos:
E:063570090	Campaign Ref:	48925	Submission Cost:	Sroads/ Issue	American Crossroads/ Issue	Citeric

		40		39		38		37		36		35		34		33		33		31		30		Ref
	THE PROPERTY OF THE PROPERTY O	M-F 6a News	V	M-F 4p Dr Oz	**************************************	M-F 3p Doctors	., W	M-F 2p Rachael Ray	.W	M-F 1135p E.I / 1035p CT Tonight Show		M-F 9a Today Show II	- Transfer	M-F 730p Entertainment Tonight		M-F 7a Today Show		M-F 7p News		M-F 6a News		M-F 5a News		Sales Product Details
		02		03		03	**************************************	02	Wildely A community of the Community of	8		02	- Annual Control of the Control of t	22		02	With the second	02		02		01		Rev Type
Wee	_																							
Weekly Totals: Total Spots(Ord Spots)		1000		725		450		400		675		950		1300		1200		1300		1000		300		Rate
s(Ord Spots)		30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Туре	Spot
		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nor of Spots		Nbr of Spats		Nbr of Spots		Nbr of Spots		
37		- 1		2		1		1		>		_		1		1		-1				1	.0.0	10/01
7	7,000																						10,00	40/08
44		-		2		1		-1						1		1				1		-13	TOTAL	Total
		1000		1450		450		400		675		950		1300		1200		1300		1000		300	COST	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

# American Crossroads/ Issue Submission Number 794 Issue 1







PO. Box 1410 Tampa, FL 33601

# PHONE (813) 228-8888

4900				44025			48925	48.	Cost		-
7				37			44		Spots		
	3	10/08				10/01		Totals			
			4	Month 10 Weeks: 4	2	WATER STREET,					
						Grand Totals	G				
	44	7	37		(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Weekly				
					Comme					.1	
3500			-	Nbr of Spots	30	3500		03	Tue 9-10p Go On / New Normal	Tue 9-10p Go	<b>4</b> 3
					Comme					٧٧	
950	1		1	Nbr of Spots	30	950	J	02	Show II	M-F 9a Today Show I	42
					Comme				***************************************		
1200			1	Nbr of Spots	30	1200		82	/ Show	M-F 7a Today Show	41
					Comme				- Hiteran - Hite	W	
Cost	08 Total	10/08	10/01		Spot Type	Rate		Rev Type	ct Details	Sales Product Details	Ref
	Transactional	gory: T	Business Category: Transactional				MAAAA		NO NO	Associated Copies: No	ASSOCI
	OLITICAL		Business Type:		Political		Contract type:		06357009		Est./PO
ŏ.	HRP Washington, DC		Sales Rep: Order Ref:		11 /27 /1065 2	ate:	Client/Product/Estimate: Weeks:		10/01/12 to 10/14/12		Schedu
	E:063570090		Campaign Ref:		48925		Submission Cost:		American Crossroads/ Issue		Client
Original	<u></u>				-			100000000000000000000000000000000000000			)

**Grand Totals:** 

Gross Total: Commission: Net Total:

> 44 48,925.00 7,338.75

41,586.25

Spots: